Booth No. 8.1B42-9

Fairy Inc.

Fairy

Year Established	2021	Type of Business	Digital Marketing / ADTech
Website	https://fairytech.ai/	Main Export Countries	US, Japan, Singapore
SNS	https://www.linkedin.com/company/fairytech		

Main Customer	Domestic Customers		International Customers	
	E-wallet, Credit card services		BNPL, Cashback	

The Person In Charge	Name	Department	Position
	Amy Jang	Management	CEO
	Phone	Mobile	E-mail
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Company Description

Fairy provides pioneering out-of-app user engagement solutions for payment services, leveraging the world's first mobile service recognition technology. Businesses can identify user activities beyond their apps, enabling a seamless offer of personalized promotions through push messages.

Seize high-intent moments with Fairy's solutions to effectively persuade and engage users!

Product

Payment Assistant Solution

Function and Usage : Fairy's 'Payment Assistant Solution' enables payment services to identify real-time mobile app/web service usage and deliver personalized promotions, along with recommending specific payment methods. Utilizing Fairy's SDK for data collection and an intuitive web console for push marketing scenario setup, businesses can seamlessly engage users. For example, when a user opens a commerce app, the payment app can automatically push relevant promotions and deals, enhancing the mobile payment experience.

Marketing and Selling Points : With the world's first out-of-app user engagement solution, businesses can extend data collection beyond their app, strategically capturing high-intent moments for effective user engagement. Notably, payment services can establish direct touchpoints with users just before making purchases at partner commerce services, ensuring an optimized mobile payment experience.
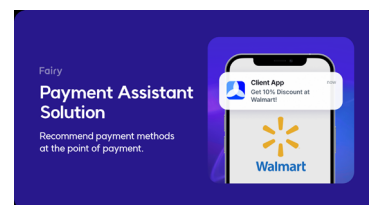
Anti-Phishing Solution

Function and Usage : Fairy's 'Anti-Phishing Solution' is crafted to protect users' private information from phishing site hacks. Businesses can promptly alert users and block traffic when they navigate to a phishing site, ensuring proactive security measures.

Marketing and Selling Points : Fairy's 'Anti-Phishing Solution' empowers businesses to prevent access to phishing sites on users' devices, mitigating potential damages. Integrated seamlessly via the SDK, it identifies and promptly warns or blocks users from risky sites in real-time, offering a robust and proactive defense against sophisticated phishing techniques.